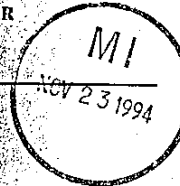


CITY OF TORONTO
DEPARTMENT OF THE
CITY CLERK

CLAUSE EMBODIED IN REPORT No. 14 OF THE
LAND USE COMMITTEE WHICH WAS
ADOPTED BY CITY COUNCIL AT ITS REGULAR
MEETING ON SEPTEMBER 26 AND 27, 1994.



EXEMPTION FROM SIGN BY-LAW NO. 1994-0337 -
1 BLOOR STREET WEST (WARD 6)

The Committee recommends the adoption of the report (August 31, 1994) from the Commissioner of Planning and Development:

Subject: 1 Bloor Street West: Request for approval of variances from Sign By-law No. 1994-0337 to permit an illuminated fascia sign (Ward 6)

Origin: Commissioner of Planning and Development, upon referral of an application by Bill Harper, 63 Holmecrest Trail, West Hill, M1C 1V7, filed on August 25, 1994. (p:1994ugpln\940275.pln) - jc

Recommendation: That City Council approve Application No. 994054 requesting variances from Sign By-law No. 1994-0337 in order to erect an illuminated fascia sign on the east elevation of the building at 1 Bloor Street West.

Summary: I am recommending approval of the application to erect an illuminated fascia sign on the east elevation of the building at 1 Bloor Street West.

Comments:

The subject property is located at the southwest corner of Yonge Street and Bloor Street West and accommodates a three storey retail building known as "Stollery's". The applicant is seeking permission to erect an illuminated fascia sign on the east elevation of the building. The dimensions of the proposed sign are 3.12 metres in height by 8.52 metres in width. The purpose of the sign is for third party advertising.

The proposed sign will contravene certain provisions of the Sign By-law as follows:

1. the sign will exceed the maximum 15% of the wall area of the second floor facing Yonge Street;
2. the sign will exceed the maximum size of 25 square metres; and
3. the sign will be located less than 60 metres from another third-party advertising sign.

The subject building occupies a wide frontage (approximately 36 metres) on Bloor Street West and narrower frontages (approximately 14 metres) on Yonge Street and Mayfair Mews. The second floor of the building contains a uniform pattern of closely spaced windows along the Bloor Street West frontage. This second floor elevation facing Bloor Street West does not display any signs. The second floor elevation facing Yonge Street contains two windows close to the Bloor Street West frontage and the balance of the wall is blank. The fascia sign is proposed to be located on this blank portion of the second floor wall facing Yonge Street.

The sign will be slightly larger than what is permitted for individual signs (26.6 square metres instead of 25 square metres) and will occupy approximately 52 per cent of the wall area of the second floor facade instead of the permitted 15 per cent. Although the sign will occupy a much larger percentage of the wall area than permitted, the proposed sign will not interfere with any windows and will animate a portion of the building which lacks architectural interest.

The sign will also be located less than 60 metres from a third-party advertising sign erected on the roof of the building located at the southeast corner of Yonge and Bloor Streets. The separation between these signs will be approximately 20 metres. The roof sign is oriented towards the intersection of Bloor and Yonge Streets to catch the attention of drivers heading south on Yonge Street and those heading east on Bloor Street. The proposed fascia sign will be facing Yonge Street and will be observed mainly by drivers heading west on Bloor Street and pedestrians directly across Yonge Street.

The 60 metre distancing provision is in place to prevent third-party sign clutter, specifically the cascading effect of numerous signs facing the same street. In this instance, the existing sign and the proposed sign will have different orientations and their locations at the roof level and at the east elevation of the second floor are sufficiently separate to offset any sense of sign clutter.

I am prepared to recommend approval of this application as the proposed sign is appropriate for this location.

Applicant's reduced plans are included in the additional material and are on file with the City Clerk.

